

# Travel Brochure Rubric

	4	3	2	1
<b>Organization</b>	The brochure has excellent formatting and very well organized information.	The brochure has appropriate formatting and well-organized information.	The brochure has some organized information with random formatting.	The brochure's format and organization of material are confusing to the reader.
<b>Ideas</b>	The brochure communicates relevant information appropriately and effectively to the intended audience.	The brochure communicates relevant information appropriately to the intended audience.	The brochure communicates irrelevant information, or communicates inappropriately to the intended audience.	The brochure communicates irrelevant information, and communicates inappropriately to the intended audience.
<b>Conventions</b>	All of the writing is done in complete sentences.  Capitalization and punctuation are correct throughout the brochure.	Most of the writing is done in complete sentences.  Most of the capitalization and punctuation are correct throughout the brochure.	Some of the writing is done in complete sentences.  Some of the capitalization and punctuation are correct throughout the brochure.	Most of the writing is not done in complete sentences.  Most of the capitalization and punctuation are not correct throughout the brochure.
<b>Graphics</b>	The graphics go well with the text, and there is a good mix of text and graphics.	The graphics go well with the text, but there are so many that they distract from the text.	The graphics go well with the text, but there are too few.	The graphics do not go with the accompanying text or appear to be randomly chosen.